

**I. Claim Rejections under 35 U.S.C. § 103**

Claims 1-51 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over McGraw-Hill Primis Custom Publishing ([www.mhhe.com/primis](http://www.mhhe.com/primis)), archived circa 1998, via the Wayback Machine ([www.archive.org](http://www.archive.org)) (hereinafter “McGraw-Hill”), in view of Helmick et al. (hereinafter “Helmick”), U.S. Patent No. 6,470,171. Applicant respectfully traverses the rejection.

McGraw-Hill is cited for teaching all elements of the claims except for “defining the first content object by a first outline of containers and content entity identifiers, such that adding the content entity identifier of one of the second plurality of content entities to the first outline adds the identified content entity to the first content object at a location determined by a user.” The Examiner cites Helmick as disclosing that missing limitation. The Examiner asserts that the combination of Helmick with McGraw-Hill is obvious in order to build a custom hierarchical outline compilation of educational materials. However, as discussed below, McGraw-Hill and Helmick do not disclose the claimed elements. Further, there is no teaching or suggestion in the prior art to combine Helmick with McGraw-Hill.

The Examiner asserts that “storing of the first plurality of content entities in a data repository” is taught by the custom book of McGraw-Hill that is created by a user. However, as previously asserted by the Applicant, there is no indication that the custom book created by a user is stored in the Primis database (data repository as cited by the Examiner). Although the customized entities of McGraw-Hill must be stored in some kind of memory, there is no teaching or suggestion that the first plurality of content entities (the customized book according

to the Examiner) is stored in the data repository, namely, the Primis database, as asserted in the Office Action.

It is respectfully submitted that the McGraw-Hill reference does not necessarily store a customized book in the Primis database, nor does it even suggest as much. It appears from the McGraw-Hill reference, that if a customized book was stored in the Primis database, then that customized book would become available for selection in a customized book. This is because the Primis database is a “custom publishing database that contains a collection of modular, stand-alone text files that can be mixed and matched and then seamlessly arranged to create a book ‘on demand’ for a particular course.” See McGraw-Hill page 3. There is no indication that files, other than those used to create a customized book, are stored in the Primis database.

In addition, there is no indication that the customized book (the first content object according to the Examiner) is defined by a first list of content entity identifies and there is no illustration in the McGraw-Hill reference as to what elements define a customized book. The Examiner asserts on page 3 of the Office Action that “Each of the ‘content entities’ of the first and second objects has identifiers (see pgs. 5-9, and 12 - each content identity is identified by a unique title or name, a unique URL, and a unique Item Identifier number).” However, the identifiers cited by the Examiner pertain to the collection of modular, stand-alone text files. There is no indication that a customized book also contains such identifiers.

The Examiner further asserts that the content to be placed in a customized book in McGraw can be mixed and matched in any order, therefore, McGraw-Hill discloses “*adding the content entity identifier of one of the second plurality of content entities to the first list adds the identified content entity to the first content object at a location determined by a user.*” However,

there is no indication in McGraw-Hill that a user determines the location of a content entity identifier when adding a content entity identifier of a second content entity to a first content object. Assuming *arguendo* McGraw-Hill discloses a customized book, the location of the content entity identifier added to the first content object appears to be determined subsequent to the addition of the content entity identifier to the first content object.

The Examiner asserts that the “Review” hyperlink of McGraw-Hill permits a user to review the content of the first object of the custom publishing process. However, as previously submitted, there is no illustration in the McGraw-Hill reference as to what elements define a customized book.

The Examiner further asserts that Helmick teaches an on-line education system for display of education materials wherein a user can use a course manager screen in order to build an electronic syllabus. Figs. 3V-3X of Helmick. The Examiner reasons that the combination of “defining a first object by a first list of content entity identifiers organized as an outline of containers such that adding the content entity identifier of one of the second plurality of content entities to the first list outline adds the identified content entity to the first content object at a location determined by a user” as disclosed in Helmick, with the teachings of McGraw-Hill would be obvious to one of skill in the art for the motivational purpose of building a custom hierarchical outline compilation of educational materials.

However, the aspect of Helmick cited by the Examiner does not disclose the relationship between a first content object and a second content object as recited in claim 1. Moreover, Helmick does not cure the deficiencies of McGraw-Hill.

RESPONSE UNDER 37 C.F.R. § 1.111  
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For at least the above reasons, claims 1, 6, 16, 21, 31 and 36 and their dependent claims should be deemed allowable.

## II. Conclusion

In view of the above, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

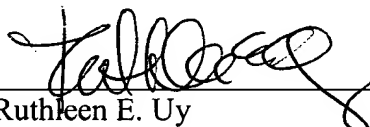
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